

WINTER '97 PARLIAMENT PARTY ZONE
February 3, 1997

Attendees:

PM

Linda Schwartz - Direct Marketing/Database Dev.
Lauren Steen - Brand Management
Christine Conway - Events

GMR

Caroline Petty

LBCo.

Richard Long - Database
Jeana Majeske - Supplier Management

ISI

Pam Kassis

Issues to Be Discussed

- Party Zone Dates 2/7 - 3/8
- Process flow (when surveys will be shipped to ISI, discs shipped to GMR)
- Review of program/survey
- Supplemental data requirements and topline results
- Response Tracking forms
 - < Event Card Count Sheet / printing requirements?
 - < Inbound log sheet
 - < Missing env. sheet
 - < Quantity Discrepancy report
- Weekly reporting from LBCo.

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